



**The impact of green brand equity on customer loyalty
with the mediating effect of brand personality
(With Special Reference to Tourism Industry)**

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ABSTRACT

Sri Lankan Tourism sector currently operating as a prominent and largest industry that contributes to national development. And therefore Tourism was able to upgrade its rank to the third level as one of the largest sources of Foreign Exchange Earner of the national economy. Based on this circumstance, mainly hotel sector contributes to the GDP of the country at significant level. In this context, this study has investigated the impact of green brand equity on customer loyalty with mediating effect of brand personality. The researcher has selected 15 boutique hotels in southern province and collected data from 150 guests who visited those hotels according to the Convenience and judgmental sampling methods and questionnaire is used as the data collecting technique. The signaling theory has been used to measure the variables. Descriptive statistics, Pearson's Correlation Coefficient Analysis, regression analysis, and Baron and Kenny Mediation model have used to analyses the data with the support of SPSS 25 version. The relationship between green brand equity and customer loyalty is analyzed using Pearson's Correlation analysis and according to that there is a strong positive relationship among variables. Baron and Kenny Mediation model were used to analyses the mediate impact of the brand personality, however, there was not significant mediate effect on relationship between green brand equity and customer loyalty. Since there is significant positive relationship among dependent and independent variable Researcher suggest that engage in more environmentally friendly activities and reducing environmental impact will do positive contribution to building loyal customer base in Sri Lankan hotel sector.

Keywords: *Customer Loyalty, Green brand equity, Brand personality, Green brand image.*